

## 2010 Advertising Rates

### Frequency Discount

**Willamette Valley Life Magazine** is an independently owned, light and bright general interest community magazine. Published quarterly, 20,000 free copies are distributed at key locations throughout Oregon's beautiful Willamette Valley. With a positive outlook, *Willamette Valley Life Magazine* makes readers feel good about themselves and where they live.

You'll find no hard news, politics, controversy or investigative journalism. It features columnists and published authors on a variety of topics including, people, places, music, dining, wine and the arts.

		<b>20%</b> <b>4x</b>	<b>10%</b> <b>3x</b>	<b>5%</b> <b>2x</b>	<b>1x</b>
1/16	(5.0625" x 1.375")	\$100	\$113	\$119	\$125
1/8	(5.0625" x 3.125")	\$136	\$153	\$162	\$171
1/6	(5.0625" x 4.1875")	\$182	\$205	\$216	\$228
1/4	(H: 5.0625" x 6.375")	\$268	\$302	\$319	\$336
1/4	(V: 2.375" x 13")	\$268	\$302	\$319	\$336
1/2	(H: 6.375" x 10.375")	\$513	\$577	\$609	\$642
1/2	(V: 5.0625" x 13")	\$513	\$577	\$609	\$642
Full	(10.375" x 13")	\$982	\$1105	\$1166	\$1228

**Design/Layout:** Professional design and layout is available and is charged at \$60 per hour.

**Payment and deadlines: 100% payment due with order.**

<b>Issue</b>	<b>Pub Date</b>	<b>Space Closing</b>	<b>Materials Closing</b>
Winter	mid-January	Nov. 13	Nov. 24
Spring	mid-April	Feb. 15	Mar. 1
Summer	mid-July	May 14	May 25
Fall	mid-October	Aug. 10	Aug. 29

**Acceptable file formats: 300 dpi, jpeg, tif, pdf - all formatted for PC.**

**For full color CMYK advertisements, add 30%. For premium positioning requests, add 20%.**

**PUBLISHER'S NOTE:** Publisher reserves the right to refuse any advertisement or edit a portion of an advertisement at any time. Publisher accepts advertising on the condition that advertiser agrees that at no time shall publisher's liability exceed the cost of the space involved and publisher is not liable for incidental or consequential damages.